

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	1	of	2	Attorney Docket Number	66703-0016

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/J.A./	AA*	US-20050074102	04-07-2005	Altberg et al.	
/J.A./	AB*	US-20050203799	09-15-2005	Faber et al.	
/J.A./	AC*	US-20060184417	08-17-2006	Van der Linden et al.	

FOREIGN PATENT DOCUMENTS						
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IDS (Citation) by Applicant (6 References)	
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NON PATENT LITERATURE DOCUMENTS			
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/J.A./	CA	Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004.	
/J.A./	CB	Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages)	
/J.A./	CC	Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages)	

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